

K-C 19197

ABSTRACT

The present invention relates to a method and system that use diapers as an advertising medium for products other than diapers. The method and system allow diapers manufacturers to generate revenue from other businesses by charging
5 businesses to place ads or promotions on disposable diapers. Each diaper would serve its primary function of containing waste while simultaneously providing advertising space for the sponsors. The present invention relates to (i) a method of advertising that includes selling space on diapers to a sponsor and placing an ad for a product other than diapers onto the diapers; (ii) a system for generating advertising
10 revenue that includes diapers and ads for products other than diapers that are placed onto the diapers; and/or (iii) a method of promoting product purchases that includes placing a promotion relating to purchasing the product onto diapers and selling the diapers.

15